

6.0 Downtown Strategies

VISION / DEVELOPMENT THEME

A mixed-use, primarily housing, district that capitalizes on the adjacency the Chancery Hill neighborhood, Deckers Creek Trail, the Foundry Street area, and the Wharf District as a way to breathe life into the southern portion of the downtown.

ACTIONS

- 6.3.1.7a Offer incentives to enable consolidation of parcels and consistency in development theme and pattern.
- 6.3.1.7b Create safe and easy access across University Avenue.
- 6.3.1.7c Create a detailed master plan, detailed design standards and guidelines, and patterns.
- 6.3.1.7d Rezone South High Street and upper Prairie Avenue areas to PRO or B-1

DESIGN GUIDELINES CONSIDERATIONS

General Intent / Goals

Dense, pedestrian friendly, mixed-use village with buildings that are organized on an urban street pattern and along open space connections to both the Creek and River. Infill buildings should be compatible with the existing historic fabric of downtown as per the Main Street Downtown District Design Guidelines.

Planning Requirements

- Consider the scale, massing, setbacks, and architecture of Chancery Hill when evaluating development plans.
- Link South High Street with University Avenue below Chancery Hill and align intersections across to the Wharf District and the riverfront.
- Consider placement of small convenience, retail, or pub to support Chancery Hill neighborhood.
- Utilize topography to provide tuck under parking.
- Areas characterized as “New Mixed-Use Development” in Figure 20 will offer retail/commercial on the ground floor and either office or residential on the upper floors.

Building Height

New buildings should be a maximum height of six (6) stories and a minimum height of three (3) stories to promote housing density and mix of uses along University Avenue. Building heights for South High Street and Prairie Avenue areas should comply with zoning classification changes.

Setbacks

- Given that the intent for the “South High Street Character Area” is for a residential mixed-use village, buildings should front onto pedestrian-friendly streets along a consistent “build-to-line”.
- Setbacks along South High Street should be setback consistent with the residential setbacks of Chancery Hill.
- Setbacks along Prairie Street should have a maximum setback of twenty (20) feet.
- Encourage buildings be spaced as close to each other as allowed by building and fire codes.



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Parking and Access

As described in the PRO or B-1 zoning districts where zoning classification changes are recommended. The City should offer an option within remaining areas for reduced required parking amounts for downtown residential developers as described under Transportation Section 6.4.2.

Building Placement

- Buildings should be oriented toward streets and open spaces along an established “build to line” so that an urban edge is created with the buildings.
- Buildings should exhibit continuity in the design of their facades and consistency in building style and materials.
- Buildings that front streets and open spaces should have a well designed and scaled first floor with human scaled elements, doors, windows, and stoops.
- Buildings should consider pedestrian scaled rhythms along the street and open space network and provide architectural breaks or interest every 30 - 50 feet of horizontal distance.

Materials

Materials should conform to the PRO or B-1 zoning district standards and be consistent with the materials chosen for the existing historic buildings within the “South High Street Character Area”. Materials, methods, treatment, and type for private projects should adhere to the Design Guidelines found under Section N of the Main Street Morgantown Urban Design Document. Materials, methods, treatments, and types for public projects should adhere to Main Street Morgantown’s Design Guidelines for Public Projects found in Sections II to V. Select materials and finishes for proposed new buildings that are compatible with historic materials and finishes found in the surrounding buildings that contribute to the special character of the historic district in terms of composition, scale, module, pattern, detail, texture, finish, color, and sheen.

Colors Palette

Warm and earth-toned colors will be encouraged predominantly. Brighter colors will be allowed but in limited accent areas.

Architectural Style

Encourage an architectural reference for the “South High Street Character Area” that draws its inspiration from the existing historical residential architecture that is part of the character area as described within the Main Street Morgantown Urban and Public Projects Design Guidelines. Existing building renovations, rehabilitations, and adaptive reuses should follow the Main Street Morgantown Urban and Public Projects Design Guidelines.



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Inspirational Imagery of attached housing with alley loaded driveways, and pervious paving used for the alleyway.



Inspirational imagery depicting single-family residential homes and accompanying landscapes

